

THE SUN NEVER SETS ON SPORTSWEAR...

FASHION NAMES

MAKE NEWS

With the opening of The Broadway Del Amo, there's fashion and excitement galore on the second floor... with the appearance of favorite designer names throughout the departments. You'll find many names you know and look for many more you'll enjoy discovering for their flair with styling, quality and value. A merest example of the names that will be available... Abe Schrader, Dorothy O'Hara, HARMAY, Harvey Berin, Herbert Sondheim, Jr. Sophisticates, Larry Aldrich, Leonard Arkin, Malcolm Charles and Richard Cole in the Gown Shop... Chanda, John Frederics, Laddie Northridge, Leslie James, Miss May and Mr. Arnold in the Millinery Department... R & K Originals in the Windsor Misses' Dress Shop... Bettermade of California in the Windsor Women's Dress Shop... Jonathan Logan and Tailored Jr. in the Junior Dress Department... Forever Young in Budget Dresses... Harol Crest and Monatch in the Coat Department... Handmacher and Zelinka Matlick in the Suit Department... all names to whet your spring-minded wardrobe.

SPORTSWEAR SPORTS

ACTION NAMES

When it comes to sportswear, active or spectator-minded, there's lots going on the second floor Sportswear departments... there's brightness, freshness and a zest for fun apparent in every separate, coordinated set, dress, beach outfit, dress or fun-coat... and you'll love the look of sportswear designed by such names as Caltex, Catalina, Cole, Henry Rosenfeld, Hope Reed, Ivan Fredericks, Jerry Gilden, Joseph Guttman, Koret of California, Majestic Specialties, Phil Rose, Rose Marie Reid, Tabak of California for misses' sizes... Catalina Jrs., Cole of California Jrs., Jr. Miss of California, Patty Woodard and Teena Paige for the junior sizes. Come take a trip through sportswear just to see the many, many more fine names you'll find.

SPECIAL EVENTS

OPENING DAY

Be sure to visit every department of the new Broadway Del Amo. You'll see fashion modeling and entertaining demonstrations throughout the store on every floor.



the **BROADWAY**
Del Amo



SPORTSWEAR seems to go around the clock in California and you'll find the prettiest and most fun fashions ticking along right up to the minute in The Broadway's newest sportswear shops, featuring all the names you know and look for.

MAJESTIC dyes separates for your personalized ideas on mix-matching... all miracle fabrics and blends that need no pampering... a silky striped shirt, **4.98**... a tweed-textured skirt, **6.98** and a mohair loop cardigan, **11.98**... all in clear pastels.

THE BROADWAY'S NEWEST STORE—
MISSES' SPORTSWEAR, 89, SECOND FLOOR

PATTY WOODARD ties together a classic shirt and a yards-full skirt with mood-changing belts... one a velvety rope dangling roses, the other a trim self belt. Easy care silken-shened cotton gingham in blossom colors, junior sizes, **17.98**

THE BROADWAY'S NEWEST STORE—
JUNIOR SPORTSWEAR, 97, SECOND FLOOR

IVAN FREDERICS puts spice and ginger into a simple sheath of woven cotton in crispest checks... and lets the clean lines and quality detailing make their own most-important point. From a just-arrived collection of misses' sizes, **19.98**

THE BROADWAY'S NEWEST STORE—
MISSES' SPORTSWEAR, 12, SECOND FLOOR

IMPORTED from Hawaii, the exotic Tea Timer, a costume that turns every at-home entertainment into a matter of moment. Pants for comfort, a fitted, slit robe for flattery... enchantment from a group of exclusive Hawaiian imports. **16.98**

THE BROADWAY'S NEWEST STORE—
MISSES' SPORTSWEAR, 78, SECOND FLOOR